



April 17 - 20, 2024
Friedrichshafen | Germany

YOUR SPONSORSHIP AND ADVERTISING OPPORTUNITIES

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AERO FRIEDRICHSHAFEN



674
exhibitors
from 35
countries



Over **60%**
of the visitors
have a pilot
licence



Over **90%** of the
2023 exhibitors will
exhibit again at AERO
Friedrichshafen 2024

27.200
visitors from
75 nations



482
journalists from
27 countries



Over **85%** of the
exhibitor expectations
for AERO 2023 have been
fulfilled or exceeded



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AERO WEBSITE

ADVERTISE ON THE OFFICIAL WEBSITE

User (per quarter)	177,000
Page Impressions (impressions per quarter)	929,000

YOUR ADVANTAGES

- advertise in AERO key digital media
- digital indexes (for exhibitors, products and trademarks)
- high impression rate before, during and after the trade show
- available in 2 languages
- placement of your own social media links

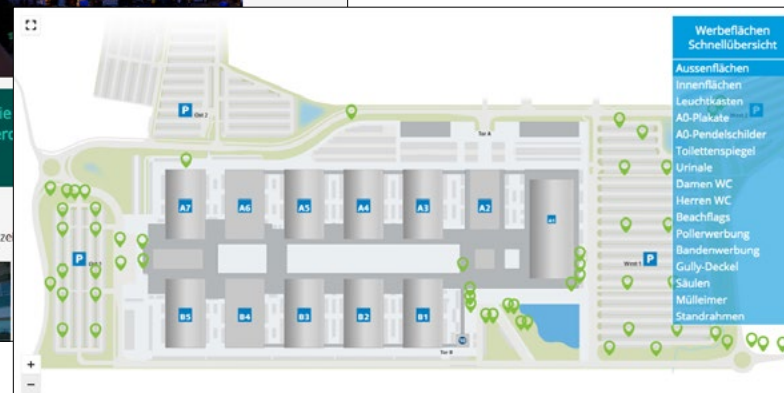
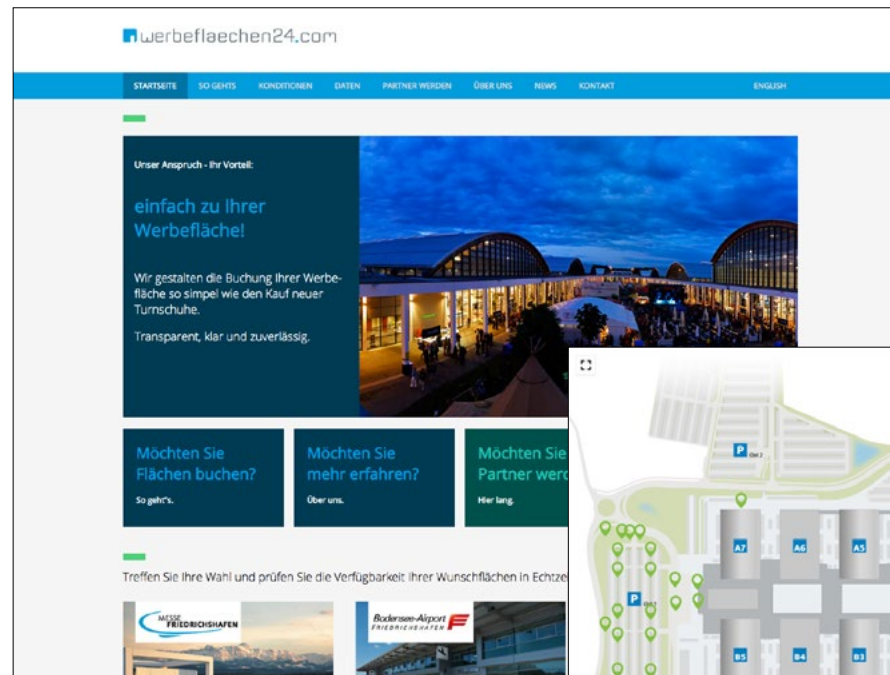
The screenshot shows the AERO website homepage for the 30th anniversary edition. The header includes the AERO logo, the text "The Leading Show for General Aviation April 17 - 20, 2024", and navigation links for "Trade Show & Branches", "Conferences", "Exhibit", "Visit", "Media & Press", and a "Tickets" button. The main content area features a large aerial photograph of the trade show grounds with the text "AERO | Messe Friedrichshafen CELEBRATE OUR 30TH ANNIVERSARY SHOW WITH US". Below the photo are two blue buttons: "AERO Branches & Specials" and "Exhibitor directory". The footer contains a headline "Join the leading show for innovation in General Aviation for its big 30th anniversary edition!" and a paragraph of text describing the event as a global platform for general aviation. An "About AERO" button is located at the bottom.

ADVERTISING ON THE EXHIBITION GROUNDS

LARGE FORMATS INSIDE/OUTSIDE A0 POSTERS AND SWING SIGNS

You can find detailed information and an overview of the available advertising spaces on the AERO website at:
<https://www.aero-expo.com/exhibit/your-show-participation/marketing-service>

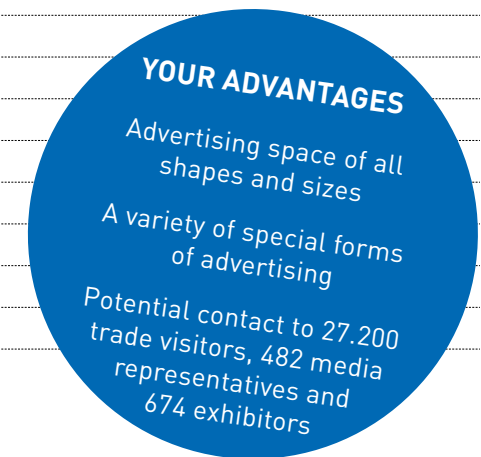
Or directly at Werbeflächen24:
www.werbeflaechen24.com/messe_fn



SPECIAL ADVERTISING SPACE

Price: available online

- TOILET MIRRORS
- MEN'S TOILET
- LADY'S TOILET
- BEACH FLAGS
- BOLLARD ADVERTISING
- PERIMETER ADVERTISING
- COLUMNS
- WASTEBINS
- MANHOLE COVERS
- FRAME SMALL
- FRAME LARGE
- LARGE SPACES OUTSIDE
- LARGE SPACES INDOORS
- A0-POSTERS
- A0-PENDULAR SIGNS



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MODUL-SPONSORING



LANYARDS

Price: on request

- Put your company logo prominently in the focus of all visitors
- Reach the exhibitors, press representatives and trade visitors
- Distribution at the entrances of the AERO
- Exclusive sponsor of the lanyards
- Size and position of the logo on lanyards by arrangement



BADGES & LOGO ON TICKET

€ 5,500 plus VAT

AERO offers you the opportunity to advertise on all online bought AERO admission tickets and the self-badging ticket on site. Through this you can reach all trade visitors from AERO Friedrichshafen.

- Distribution at the entrances of the AERO
- Exclusive sponsor of the badges
- Size and position of the logo on badges by arrangement

Format Advert 170 x 397 px - according to agreement

Format Logo 30x10 mm

Data format png, jpg (resolution: 300dpi), max. size 200 kB



AERO CONFERENCES

Price: € 15,000 plus VAT

- Logo in the visitor information leaflet under "AERO Conferences"
- Online logo/banner under "AERO Conferences" and „Partner and Sponsors"
- On-site branding guides to the Conference rooms and branding of the conference centers East and West
- Placement of beach flags and roll-ups at stage
- East (provided by the sponsor)
- Logo in Foyer East and optional branding on Stage in Foyer West
- Logo/PR in at least one email newsletter for visitors
- Social media posts on our distributing online channels

MODUL-SPONSORING



GUIDE SPONSORSHIP

Price: 3,500 € plus VAT

- Exclusive sponsor of the AERO Show Guide
- Logo will be placed on the title of the Show Guide
- Advertisement on back cover of the guide
- 1/1 Page (4c, 120 x 210 mm) is included in the package
- Guide will be distributed on all entrances



SHUTTLE-BUSES

Price: on request

- **Pilot shuttle Friedrichshafen**
Pilots flying to EDNY will be shuttled from the apron at Bodensee Airport to the Pilot Entrance.
- Branding of hired shuttle buses, logo on both sides of the buses.
- Sponsors March display promotional material in the buses (up to 3 sponsors).


MODUL-SPONSORING



PILOT ENTRANCE

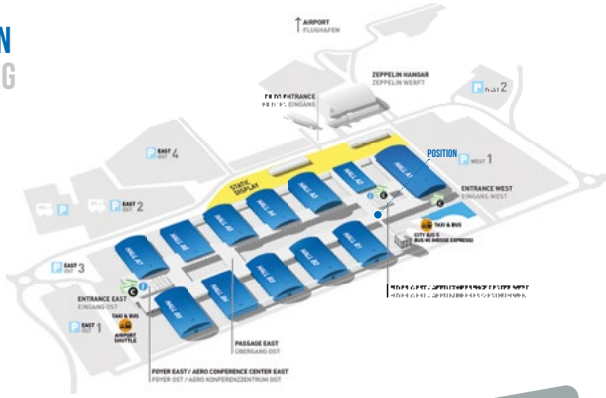
Price: € 2,500 plus VAT

- Official sponsor of the Pilot Entrance
- Active distribution of promotional material and giveaways to pilots by pay desk staff at the Pilot Entrance
- Banners / posters inside and outside the Pilot Entrance




HALL ALLOCATION HALLENBELEGUNG

HALL A1 HALLE A1	AERO Gliding Expo (Sliding hangar) + Indoor Camping Area
HALL A2 HALLE A2	AERO Drones for Emergency and Rescue Services AERO Drehroboter im BDS-Einsatz <small>only from Thu until April 17 - 19, 2018</small>
HALL A3 HALLE A3	Business Aviation, General Aviation, Services, Equipment Business Aviation, General Aviation, Dienstleistungen, Zubehör
HALL A4 HALLE A4	Business Aviation, General Aviation, Services, Equipment Business Aviation, General Aviation, Dienstleistungen, Zubehör
HALL A5 HALLE A5	Business Aviation, General Aviation, Services, Equipment Business Aviation, General Aviation, Dienstleistungen, Zubehör
HALL A6 HALLE A6	Avionics Avenue, Cockpit and Onboard Systems, Flight Simulator Area Avionics Avenue, Cockpit- und Bordsysteme, Flight Simulator Area
HALL A7 HALLE A7	e-flight-expo, e-VTOL, General Aviation, e-connect area e-flight-expo, e-VTOL, General Aviation, e-connect area
HALL B1 HALLE B1	UL, VLA, LSA
HALL B2 HALLE B2	UL, VLA, LSA
HALL B3 HALLE B3	UL, VLA, LSA
HALL B4 HALLE B4	Gyrocopter, DAc, DULV
HALL B5 HALLE B5	Helicopter Hangar, Heli-Forum



STATIC DISPLAY STATIC DISPLAY	Business Aviation, Second hand aircraft Business Aviation, Gebrauchtflugzeug
FOYER WEST FOYER WEST	AERO Conference Center West, Be a Pilot, MRO Area, Forum Stage West AERO Konferenzzentrum West, Be a Pilot, MRO Area, Forum Bühne West
FOYER EAST FOYER OST	AERO Conference Center East, Forum Stage East AERO Konferenzzentrum Ost, Forum Bühne Ost
PASSAGE EAST ÜBERGANG OST	AERO Career Days AERO Career Days <small>only from Thu until April 19 - 20, 2018</small>



HALL OVERVIEW AND HALL PLANS

Price: € 2,500 plus VAT

- One double-sided hall overview standee each at Entrances West and East, size: 3x2 m, bottom right margin: sponsored by + logo of the sponsor
- Printed DIN A4 hall plan at the pay desks, quantity: 8,000 plans, bottom right margin: sponsored by + logo of the sponsor



BANNERS & ADVERTS

BANNER ADVERTISING ON THE AERO WEBSITE

Users (in quarter)	177.000
Page Impressions (Hits in the quarter)	929.000
Format Web	Supersize Banner: 728 x 90 px
Format Mobile	Medium Rectangle: 300 x 250 px
Duration	from booking until April 30, 2024
Data format	Static banner jpg-, png- oder gif-file / Animated banner Animated gif (max 100 KB)

YOUR ADVANTAGES

- Advertise in AERO's key digital media
- Digital directories (list of exhibitors, halls and goods)
- High impression rates before, during and after the show
- Available in 2 languages
- Banners in the most visited sub pages*

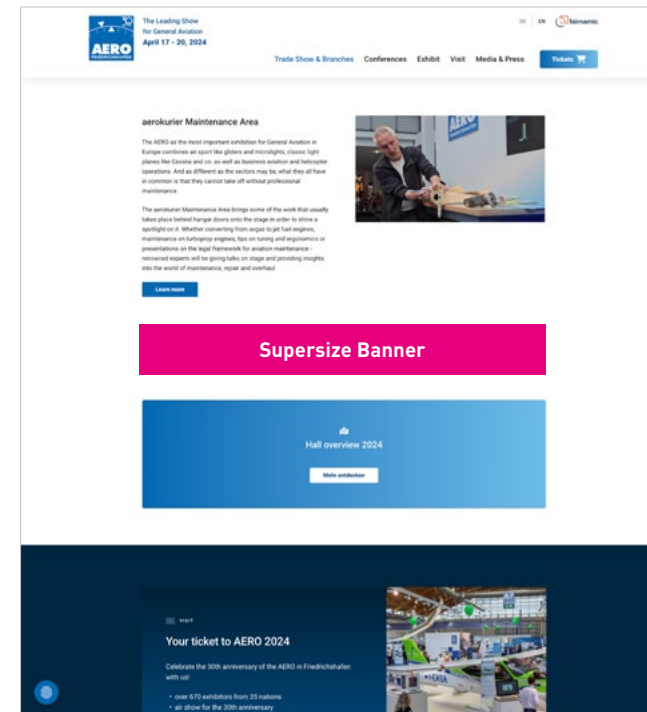
ADVERTISE ON THE MOST IMPORTANT PAGES OF THE WEBSITE:

Banner: € 1,600 plus VAT

- Exhibitor directory
- AERO Branches & Specials
- About AERO
- Hallo overview
- Conferences
- Tickets & Opening hours

Banner: € 950 plus VAT

- Travel
- Accomodation
- Why exhibit?
- Media Room



BANNER ADVERTISING IN THE NEWSLETTER

Exklusivity	One banner per mailing
Format	600 x 300 px only static
Data format	Static banner jpg- or png-file
Deadline	Two weeks before mailing date



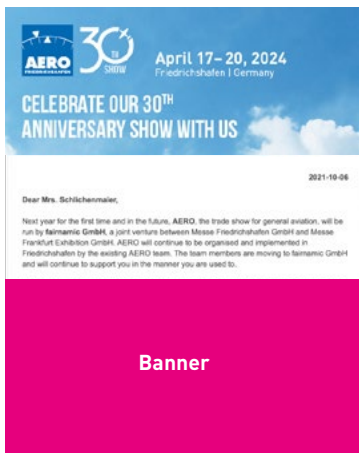
NEWSLETTER BANNER

1 banner per mailing in the newsletter:	€ 2,000 plus VAT
Bespoke individual newsletter:	€ 2,500 plus VAT

NEWSLETTER TRADE VISITOR

Around 18,000 internationale trade visitors and exhibitors subscribed to the AERO Newsletter. The addresses will be provided with current information about AERO approx. 10x before the trade show and at least 1x after.

Languages: German, Englisch



Example Newsletter-Banner



PRESS / PR SERVICE

PRESS / PR SERVICE



NOVELTIES

Price: free of charge

- Please let us know if you are planning to launch a new product at AERO Friedrichshafen
- You can upload an image for every product
- The list of new products will be published online and as pdf-document for journalists and blogger



ONLINE PRESS BOX

Price: € 75 plus VAT

Online:

- After booking via the online form, you will receive your access data and can publish and edit your press releases on the AERO website
- One image upload per press release possible
- Adding exhibitor data and press contact details is possible

On site:

- Display of printed press information in press center East and West
- Reservation of press boxes and labelling with company name, booth number and language
- Exhibitor fill their press box when trade show starts (Around 20-30 copies per press center recommended)

PRESS / PR SERVICE



PRESS CONFERENCE

Price: € 350 plus VAT

- Please let us know the place and date you wish to hold your conference (conference room or booth number)
- We check schedule conflicts
- Press conferences will be published on our website and offered to journalists in the press centers
- Self-responsible organization and invitation



CELEBRITIES ON YOUR BOOTH

Price: free of charge

- Let us know if you expect celebrities
- Dates will be published online for journalists, bloggers and visitors

YOUR CONTACTS

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We look forward to hearing from you!

www.aero-expo.com